

## **Item Cover Page**

### **PLANNING COMMISSION MEETING AGENDA ITEM REPORT**

**DATE:** November 19, 2025

**SUBMITTED BY:** Greg DeLong, Planning & Community Development

**ITEM TYPE:** Resolution

**AGENDA SECTION:** AGENDA ITEMS

**SUBJECT:** **Final Order PLN-FBA-25-0018, Case PLN-FBA-25-0018:**  
A FINAL ORDER OF THE PLANNING COMMISSION OF THE CITY OF BRADENTON, FLORIDA, APPROVING AN ADJUSTMENT TO ALLOW FOR THE REPLACEMENT OF AN EXISTING BILLBOARD WITH A TWO-SIDED ELECTRONIC BILLBOARD, 400 SQUARE FEET IN SIGN AREA, 35 FEET IN HEIGHT, AND TO PERMIT A SECOND GROUND SIGN TO REMAIN AT PROPERTY LOCATED AT 102 MANATEE AVENUE EAST, BRADENTON, FLORIDA (PARCEL ID 3165000005), AS MORE PARTICULARLY DESCRIBED HEREIN; PROVIDING FOR SEVERABILITY; PROVIDING FOR RECORDATION; AND PROVIDING FOR AN EFFECTIVE DATE.

**SUGGESTED ACTION:** Motion to either approve or deny Final Order PLN-FBA-25-0018.

If the action is to recommend approval, staff recommends the following stipulations be applied to the approval:

- a. Transition between advertisements shall occur no more frequently than once every 15 seconds to ensure minimal visual distraction.
- b. Messaging shall not contain any video or animation.
- c. Signs shall have an automatic dimmer and a photocell sensor to adjust the illumination intensity of the sign as to not cause glare or

- impair the vision of the motorist.
- d. Display shall include automatic dimming controls to ensure minimal light spillover.
- e. Footcandle measurements shall not exceed 0.3 footcandle.
- f. Applicant shall obtain all required FDOT permits, if applicable.

**Is this item Quasi-Judicial?**

Yes

**Does this item require a public hearing?**

Yes

**EXPLANATION:**

The applicant is seeking a Form Based Code Adjustment to convert an existing double sided billboard sign located at 102 Manatee Avenue East, from static message to electronic message.

The subject property is zoned SD (Special District), which places it in the Form Based Code Area. Section 4.12.5 of the Form Based Code permits ground signs up to a maximum of 50-sq. ft. in area and 10-ft. in height. In addition, only one ground sign is permitted per lot if the lot exceeds 30-feet in width. There are currently two ground signs on the property (subject billboard and Starbucks).

**FINANCIAL IMPACT:**

N/A

**ATTORNEY REVIEW/RECOMMENDATION:**

Reviewed by City Attorney Rudacille.

**SUGGESTED MOTION:**

Motion to either approve or deny Final Order PLN-FBA-25-0018, with the stipulations recommended by staff.

**ATTACHMENTS:**

[Final Order: PLN-FBA-25-0018.pdf](#)

[Application.pdf](#)

[Staff Report.pdf](#)